MUSI 515 – Entrepreneurship
Dr. Gottschalk
Syllabus – Spring 2015

Topics

1. History of Copyright in the USA
2. Performing Rights
3. Music Publishing
4. Concerts & Touring
5. Recorded Music
6. The Business Plan – I
7. The Business Plan – II
8. The Business Plan – III
9. The Business Plan – IV
10. The Business Plan – V
11. Entrepreneurial Thinking
12. Problem Solving
13. Digital Media
14. Case Studies

Grades will be based upon attendance, in-class work, and prepared activities (10%), weekly quizzes (40%), midterm quiz (20%), and final quiz (20%). Midterm and final quizzes will be given during the last week prior to each respective break. There will be a take-home Final Project (10%). Please note that late work and/or make-up quizzes will be accepted only at the discretion of the instructor, and are NOT automatic nor are they the norm. Also note that Fridays are reserved for The Alumni Seminars – Life After School. Attendance is mandatory. If there are no speakers, class will not be held. You will be notified ahead of such occurrences, such that you may make personal plans.

Requirements: This Business of Music (Shemel and Krasilovsky)
Billboard Press
available at the Campus Bookstore.

Any student with a disability requiring accommodations in this course is encouraged to contact the instructor after class or during office hours (gottsch@rice.edu, ext. 2567, office APB 1123).